

BRANDS WE LOVE

QUILT.AI

Luggage: Love at First Flight, Tested by the Third

Uncovering who buys luggage, what they trust, and where some of the most popular travel brands lose them between the check-in desk and the carousel

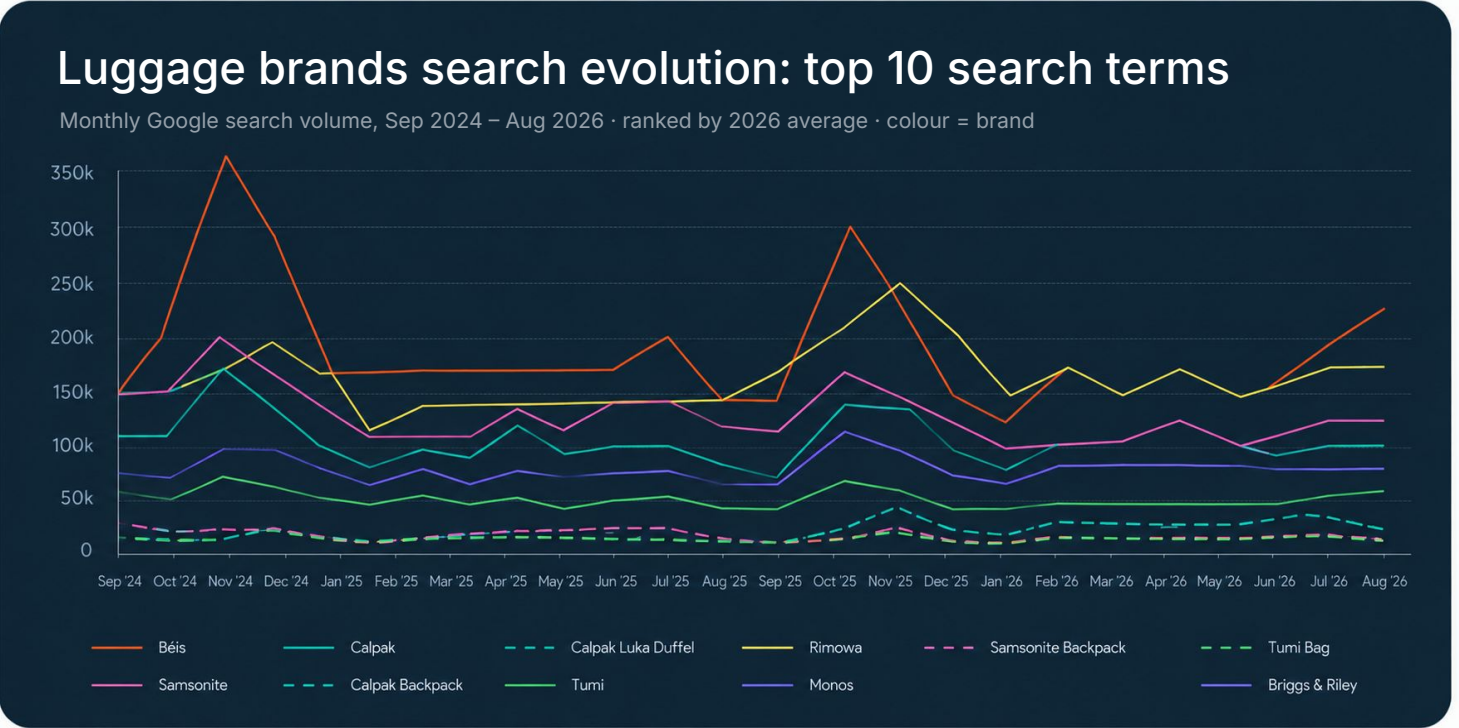
"It had a lifetime warranty but at this point, I'd rather just get 5 Samsonite suitcases than a repair to this one." That was one Reddit user's verdict, three days into a honeymoon, after the wheel fell off an \$800 Briggs & Riley. More than 16,700 people upvoted it.

On r/Rimowa, another owner proudly posted a battered case: **"15 years, 400 flights and still going strong."** Between those two posts sits the whole category. A suitcase is bought to last for years, then judged on a single trip.

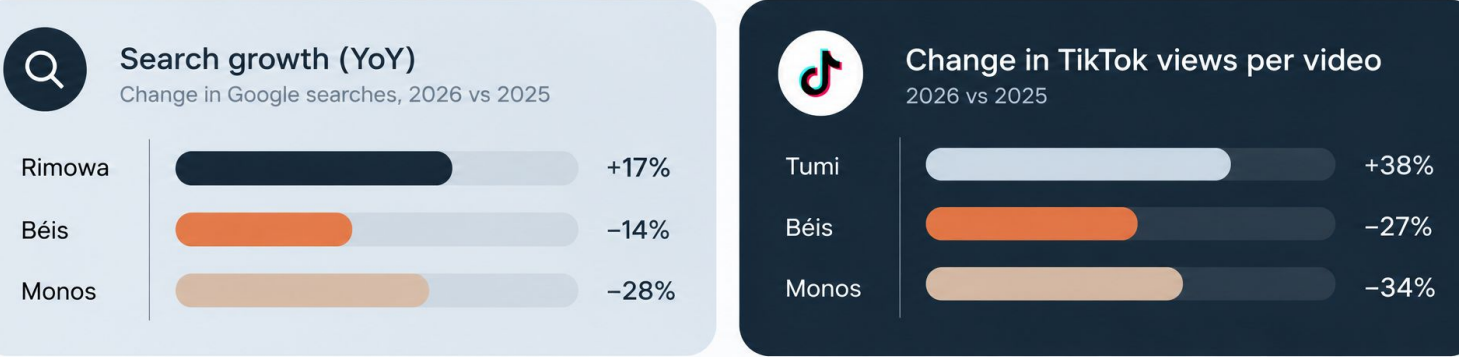
We put eight of the most popular brands side by side, Away, Béis, Monos, Briggs & Riley, Rimowa, Tumi, Samsonite and Calpak, to find out who's buying, what earns their trust, and which brands keep it once the trip is over.

The luggage aisle is consolidating. Samsonite has just bought 85% of Béis for \$178.5M, putting Tumi, Béis and American Tourister under one roof, even as its own revenue slipped 2.5%. Travellers are feeling the squeeze too: 45% of Americans skipped a summer vacation because of cost, bag fees are climbing, and 48% now fly carry-on only.

Meanwhile, every brand is busy launching. Away has a new Series 3 with wheel brakes, Béis has collaborations with Disney and KidSuper, Rimowa has a Pokémon drop and Tumi has signed Lando Norris. But launches only tell you what brands are saying. To see what shoppers actually want, we started with what they search for and what they post.



Over two years, search tells a story of a changing of the guard. Rimowa is the only big name still growing (+17% year on year), and in 2026 it overtook Béis as the most-searched brand. Béis (-14%) and Samsonite (-18%) are cooling, and Monos is quietly fading (-28%).



ON TIKTOK

On TikTok, **Briggs & Riley** is the winner, growing its videos 117% and its views nearly sixfold. **Tumi** comes second, tripling its videos and more than quadrupling its views.

The real breakout on both platforms? Not a suitcase at all. Calpak Luka Duffel searches more than doubled, 'tumi backpack' out-searches every Tumi luggage line, and #calpakbackpack views grew 317%. **It seems the suitcase is the status symbol, but the bag is the everyday buy.**



WHO IS THE BUYER

Luggage buyers fall into two camps. The first want to be seen: Trend Followers and Status Upgraders (44%). The second want to win: Savvy Packers and Budget Hunters (34%), who are loyal to a system or a price, not a logo. **For one camp, a suitcase is a statement. For the other, it's a strategy.**

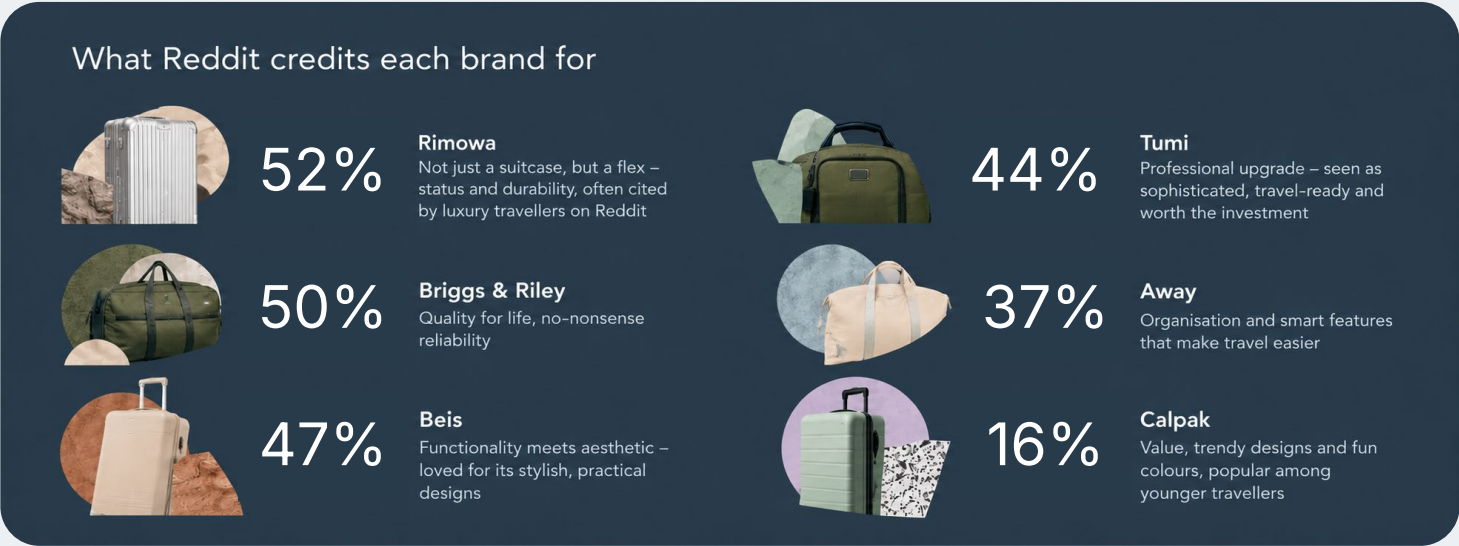
Quilt digital segmentation, six US audiences



DIAGNOSTIC: WHY PEOPLE LOVE THE BRAND

So what earns the love? It depends on where you look and listen. Reddit talks about what a bag does, social media about what it says, and search about whether it can be trusted.

On Reddit, it's all about performance and price. The Value Maximizer Mindset (36%) treats a good deal as a win worth as much as the brand itself. Certain brands own a clear lane:



Rimowa leads with a quarter of all benefit mentions, credited for how it travels, not its price.

On social, it's identity. Monos, Away and Béis read as quiet luxury, and Rimowa is so recognisable that other brands' accessories get called "Rimowa style." **In search, it's trust.** Two-thirds of Briggs & Riley's search conversation (66%) is about its lifetime guarantee.

Across three channels, there are three distinct conversations. **But look closer and they share one pull: the feeling of having made a smart, lasting purchase.** The bag that survives years of trips, ideally bought at a good price.



DIAGNOSTIC: WHERE THE LOVE WEARS THIN

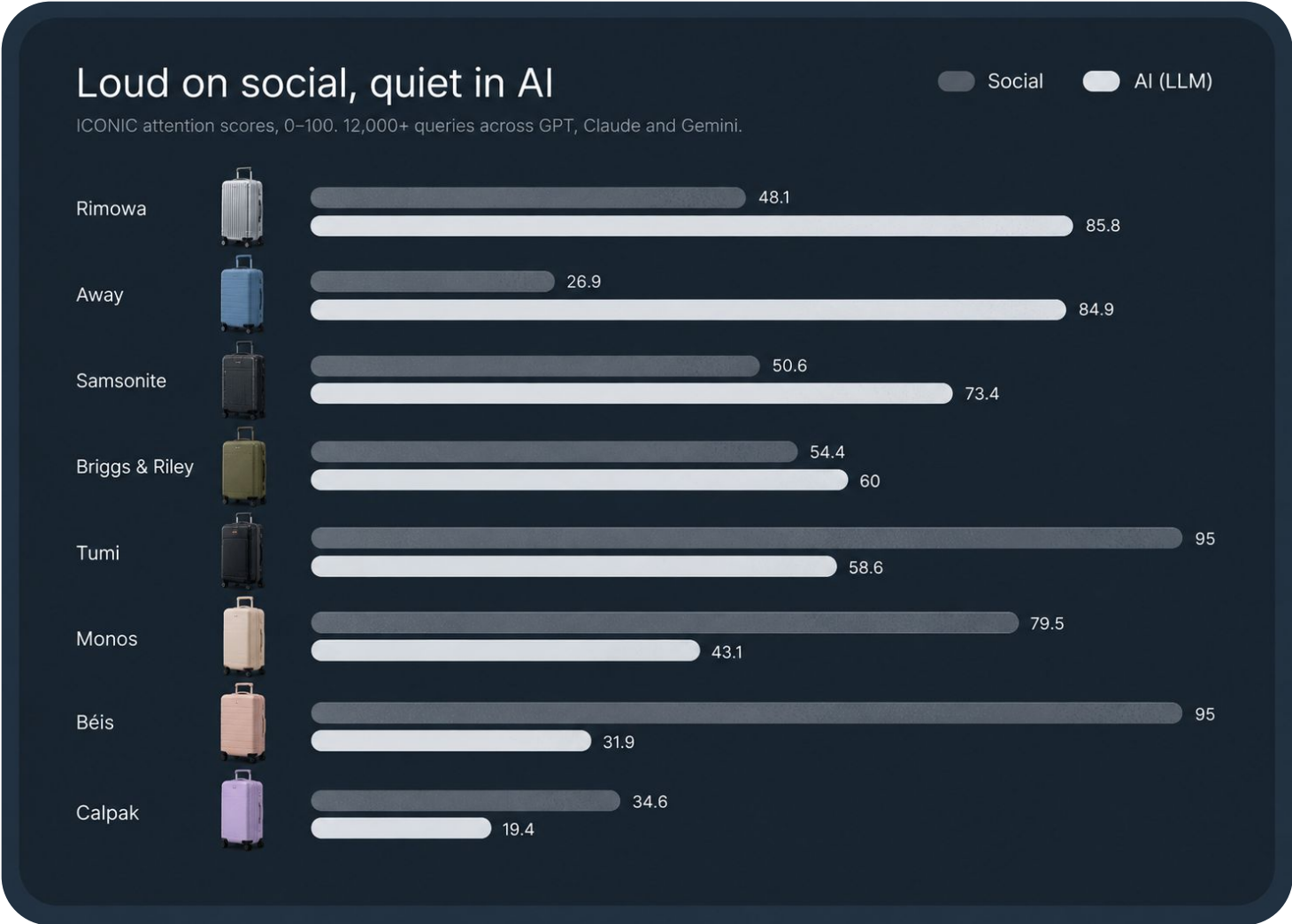
Of course, no love story is without rough patches. In luggage, they show up in three places. **The sizer:** size, fit and weight make up 29% of concerns, the top worry for six of the eight brands. **The hardware:** what Reddit praises is often what it complains about. Béis is loved for its wheels, yet wheel failure is its top concern, and almost half of Monos's concerns (48%) are about durability or scuffs. **The warranty:** Away has the highest share of service and warranty complaints (14%). Just ask the honeymooner with the missing wheel. When the warranty fails, the bag fails with it.



What happens when shoppers skip the feeds and the forums, and simply ask an AI assistant which suitcase to buy?

PREDICTIVE: LUGGAGE BRANDS IN THE AI MIND

Here's a twist. Buzz on social media does not carry over into AI answers. Quilt's ICONIC tool compared all eight brands, drawing on more than 12,000 queries across GPT, Claude and Gemini.



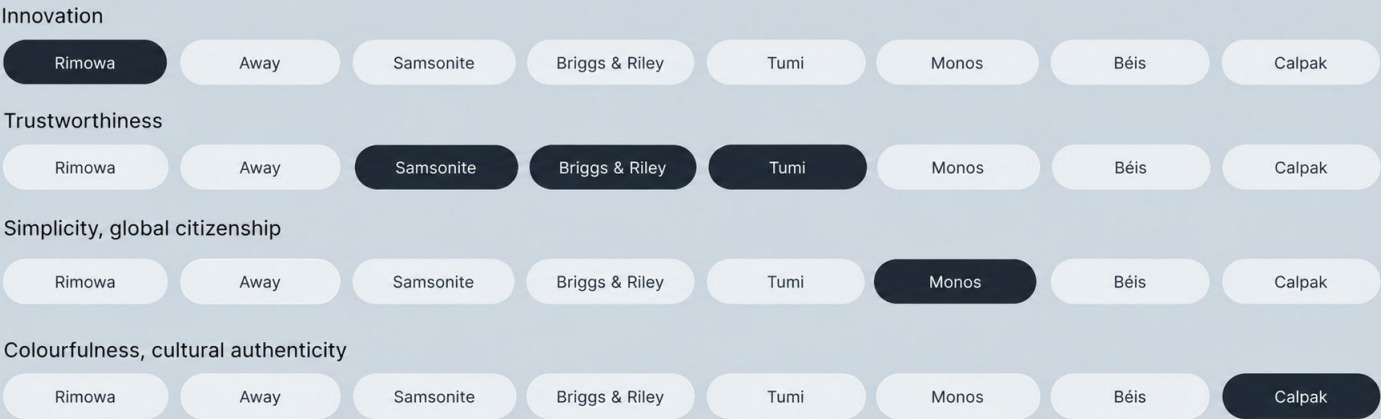
PREDICTIVE: WHAT AI ATTACHES TO THE BRANDS

Béis and Tumi lead on social attention (95 each), but AI ranks Tumi fifth and Béis seventh, while Rimowa (85.8) and Away (84.9) are its favourites. Calpak barely registers (19.4).

AI also struggles to tell the brands apart as the values attached to the brands are almost interchangeable: Innovation comes up for all eight, and Legacy / Impact for six. The few differences are telling. Monos is the only brand linked with simplicity and global citizenship. Calpak is the only one linked with colourfulness and cultural authenticity.

Trustworthiness, the value closest to everything Reddit argues about, attaches to just three of the brands analysed: Tumi, Samsonite and Briggs & Riley.

Values AI attaches to each brand



Legacy / Impact comes up for six of the eight brands.



WHERE LUGGAGE IS HEADING

Zoom out and the stakes get bigger. By 2035, luggage will turn on two questions: are bags built to last or built to be replaced, and does a high price signal real quality or just a markup? With 28% of consumers buying a luggage dupe in the past year, tracking moving into the bag and plastic costs climbing, premium now has to prove itself.

The sharpest move

Selling a promise that it will last

Luggage is shifting from selling a suitcase to selling a promise that it will last. The warranty, the repair, the tracker and the proof of durability are becoming the product.

Premium brands have a window to prove what their price buys, and it is closing.

TL;DR

Luggage is bought to last for years and judged on a single trip. Rimowa and Away lead in AI, Tumi and Béis on social, and the Calpak Luka in search, but every brand is tested by the same three things: fit, wheels and warranty. The open ground is proof: cabin fit people can count on, wheels that hold up, and a warranty that works when it matters. Do that, and the carousel isn't where the love story ends. It's where it starts.

THE COMPETITIVE VIEW

Put it all together and each brand's position comes into focus.

Brand	Where it wins	Where it slips
Rimowa	The only big brand still growing in search (+17%), and the most-searched in 2026; #rimowaunboxing grew 25x; AI's top brand (85.8); a quarter of Reddit's benefit mentions, for cabin fit, wheels and durability	TikTok views per video down 14%; 23% of Reddit's concern mentions; not linked with trustworthiness by AI
Tumi	TikTok's real winner (views per video up 38%); top social attention (95); one of three brands AI links with trustworthiness; "tumi backpack" at about 42k searches a month	More concerns (22%) than benefits (16%) on Reddit; price and declining quality (15% of its concerns)
Away	Searches have moved from deals to products ("away luggage sale" -89%); second in AI (84.9); Reddit credits it for organisation (37%)	Last on social attention (26.9); TikTok growth came only from posting more; highest share of service and warranty complaints (14%)
Béis	Top social attention (95); highest TikTok engagement among brands with clean data (5.4%); a signature brand for Status Upgraders; Reddit credits its durability and wheels (47%)	Searches -14%; wheel and handle failure is its top concern (25%); seventh in AI (31.9) and least consistent (59.8)
Calpak	Fastest-growing search term (Luka Duffel, +132%); #calpakbackpack +317%; Reddit's value pick (16%); a signature brand for Trend Followers	AI mentions it least (19.4); about a third of its concerns are size and fit
Briggs & Riley	Its lifetime guarantee is two-thirds of its search discourse (66%); Reddit credits it for quality for the money (50%); most consistent brand in AI (69.8), and linked with trustworthiness	Durability and damage are 27% of its concerns; 82% of its social discourse is about travel experiences rather than the product
Monos	Most distinctive brand in AI (44.3); high social attention (79.5); read as quiet luxury on social (30%)	Searches -28%; TikTok views per video -34%; almost half its concerns are durability or scuffs (48%)
Samsonite	Third in AI (73.4) and linked with trustworthiness; now owns Tumi and Béis	The only brand to lose TikTok views (-55%); searches -18%; a share-of-voice deficit on social (54%); North America sales -3.9%